

# Corporate Housing

# Corporate Housing Bridges the Gap

- Transient population
- Small accommodations
- No kitchens and/or housewares
- Higher prices per length of stay

Hotels

## CORPORATE HOUSING

One stop shop for all needs  
Provides flexibility for users  
Larger spaces, comforts of home  
Competitive pricing to save money

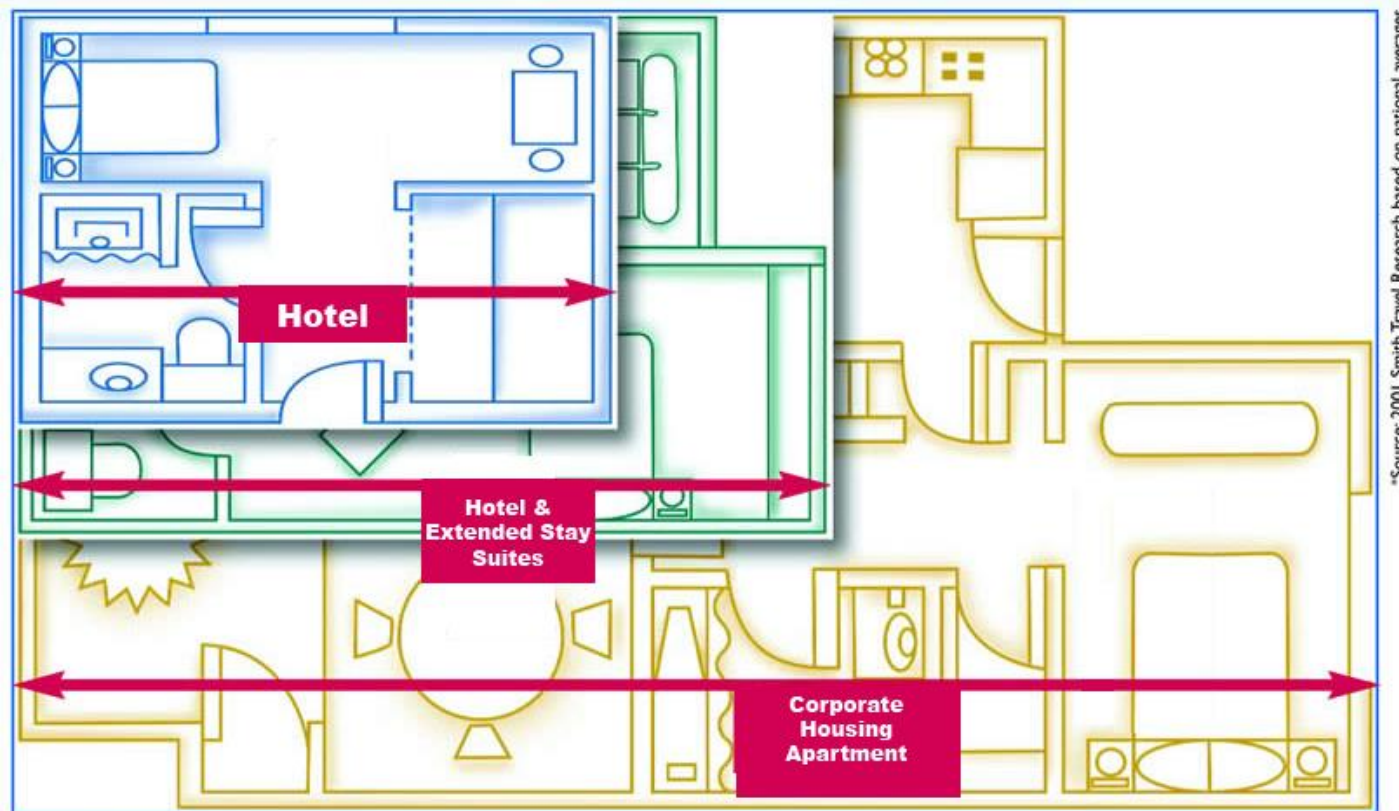
Home

# Apartment Examples





# Corporate Housing Footprint



# Corporate Housing Comparison

- Cost
- Full kitchens
- Easy to book
- More space – better rested
- Per diem compliant
- Understands and can meet your needs
- Flexibility
- Acts as a resource
- Offers more than one property
- Advises on next steps
- Outlines customer expectations
- Provides everything “move in ready”

# Housing Challenge



# Corporate Housing = Solution

- Provider partner = One contact for everything you need
- Product + services
- Accommodates what and how you need it – WHERE you need it





# Understand the Options

	Corporate Housing	Extended Stay Hotel	Full Service Hotel	Condos	Apartment Community
Business Center	•	~	•	~	~
Comp. Local Calls	•	•	•	•	
First Nighter Kit	•			~	~
Fitness Room	•		~	~	~
Flexible stays (30 - 89 days)	•	•	•	•	
Food Delivery Service	•	•	•	~	Avail.
Fully Equipped Kitchen	•	~		•	•
Grocery Shopping Service	•				
Guest Laundry Facilities	•	~		•	~
High Speed Internet	•	•	•	~	~
In-Room Movies	•	•	•	•	•
One-bill option	•	•	•		
Sleeper Sofa	•	•	~	~	~
Work Space (w/ Desk)	•	•	~	~	~
Housekeeping	•	•	•		

~ = Sometimes    Avail. = Available



# 2013 Industry Statistics

- \$2.48 billion in 2013; growing niche industry
- National average daily rate: \$136.53
  - Studio \$126
  - 1 Bedroom \$130
  - 2 Bedroom \$144
  - 3 Bedroom \$155
- Approximately 56,000 units in 2013
- Projected to increase to 61,000 in 2014
- Average stay: 84 nights
- Overall occupancy : 88.1%



Data from the *2014 Corporate Housing Industry Report*

# Specific MSA Trends

## Significant Decreases in Units

- Phoenix (-43%)
- Miami (-31%)
- Washington DC (-20%)
- Baltimore (-18%)

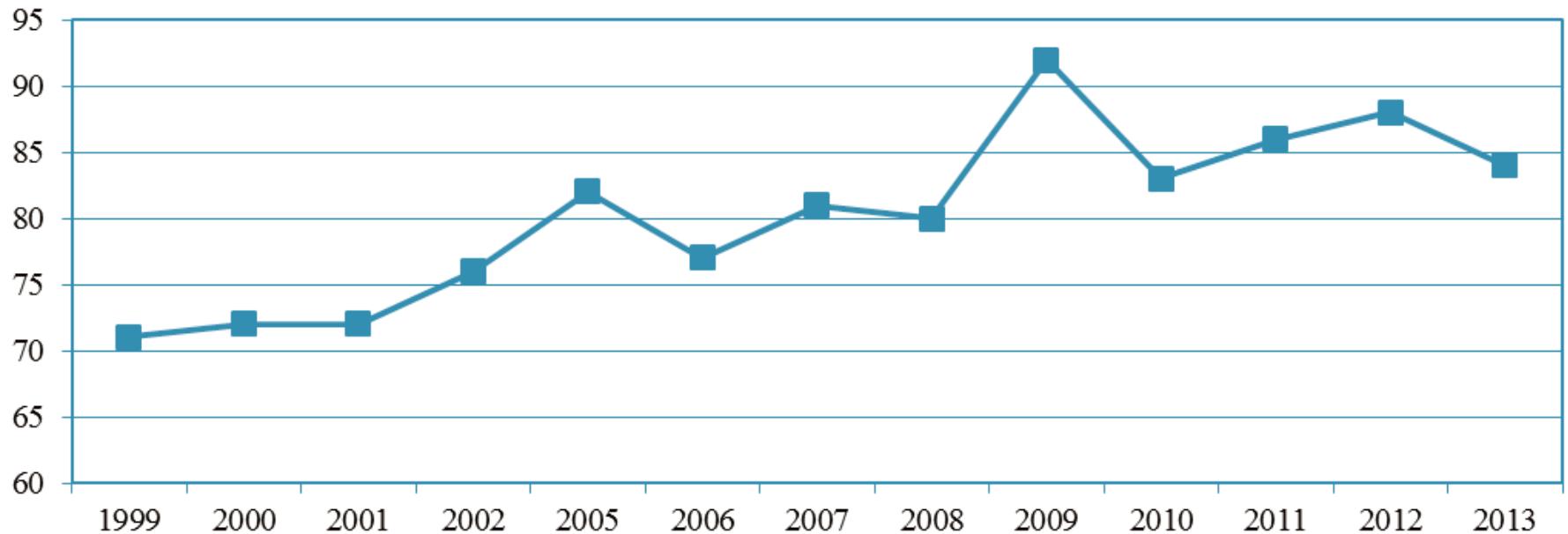
## Largest Increases in Rent

- San Mateo-San Jose (55%)
- Detroit (41%)
- St. Louis (19%)

Data from the *2014 Corporate Housing Industry Report*

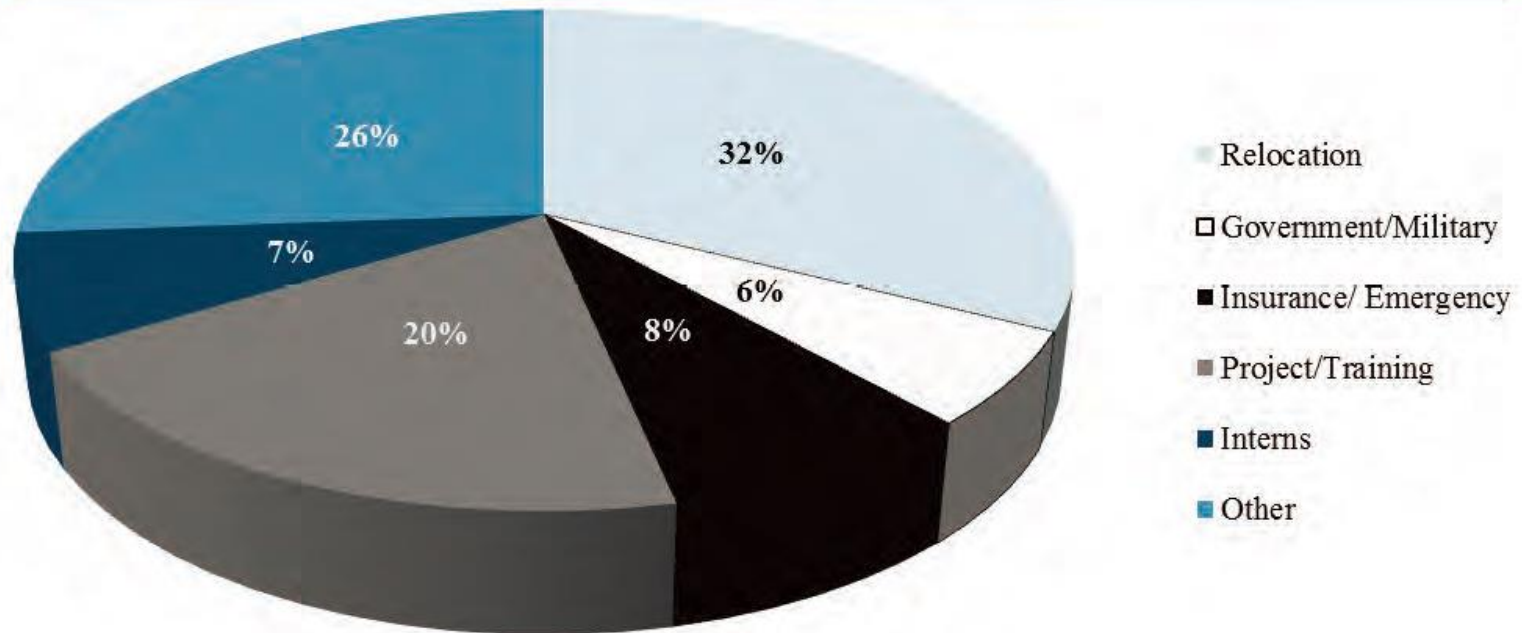
# Average Length of Stay

Average Nights Stayed: US Corporate Housing



# Purpose of Stay

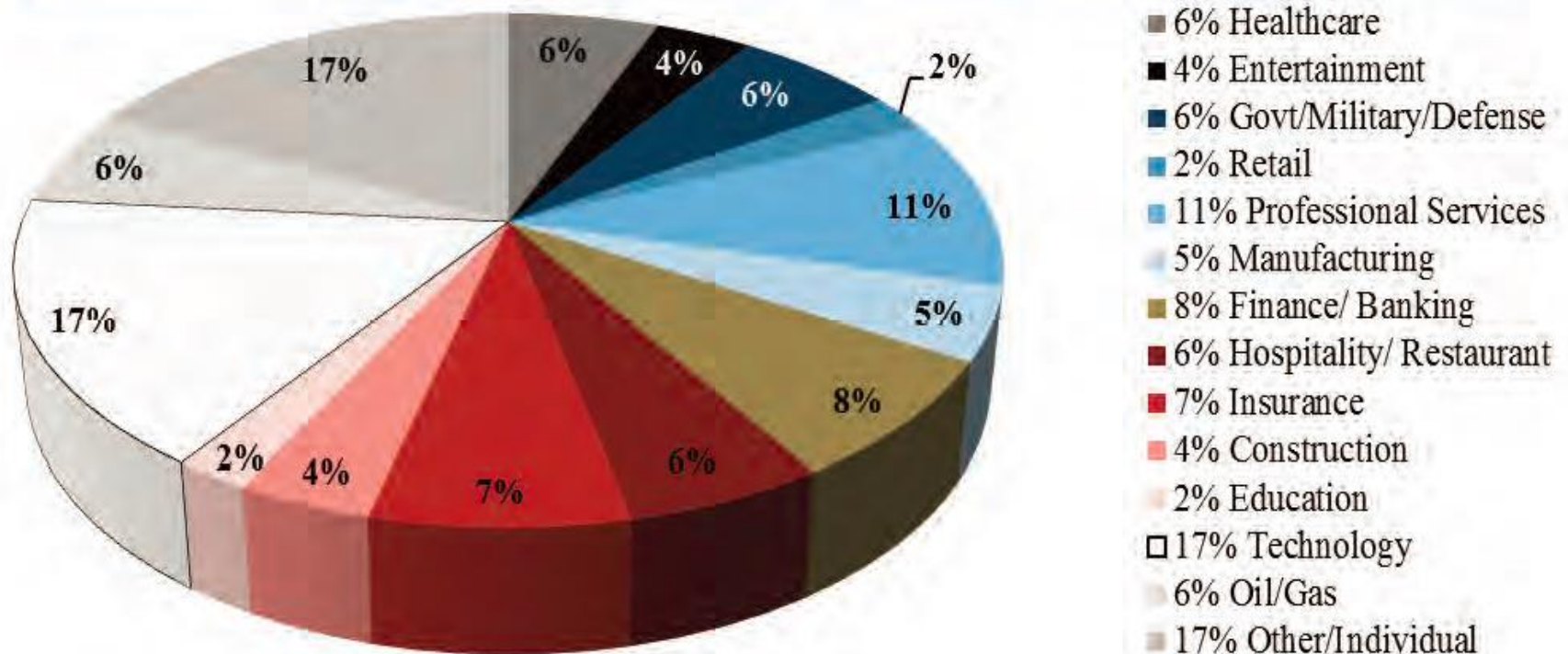
Trip Purpose: US Corporate Housing





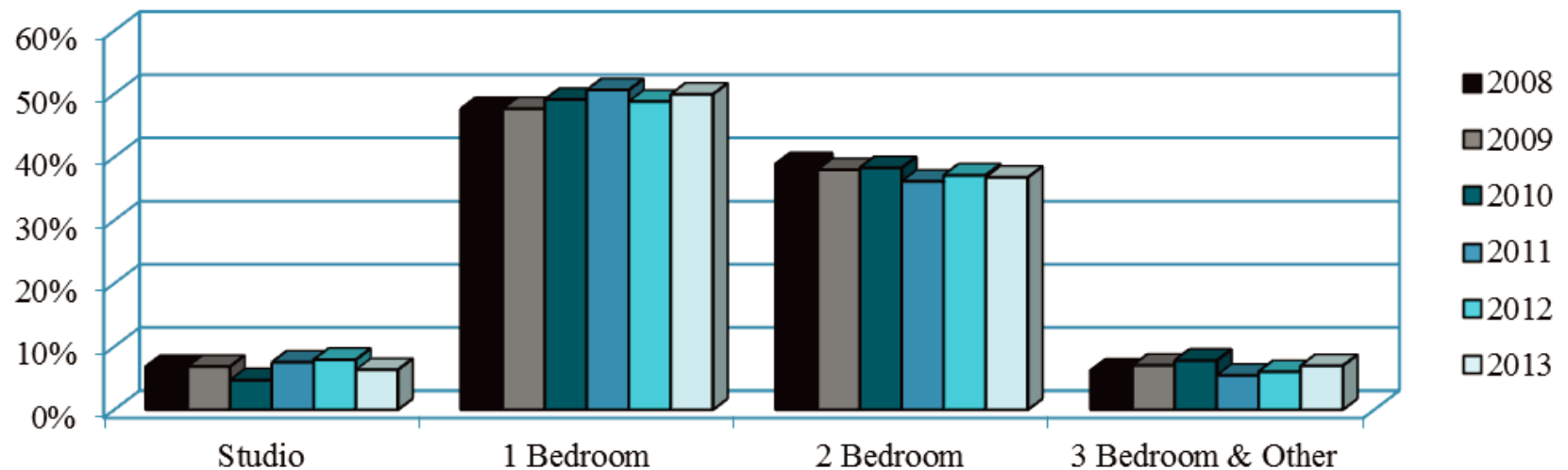
# Corporate Housing Users

Guest Profile by Industry Segment: United States



# US Unit Mix

## US Unit Mix



# Cost of Corporate Housing

- Average 50% = Base Rent
- Furniture & Housewares
- Utilities
- As needed: housekeeping, shopping services
- Extras: Health Club; shopping services, pet-friendly locations

# How to Purchase Corporate Housing

- GDS/online/real time booking
- Internet
- Telephone
- Intermediaries – Relocation, Travel Agents
- RFPs





# Global Impact of Corporate Housing

- Supports local businesses through relocation, training/intern lodging assistance.
- Putting executives where they need to be temporarily.
- Major contributor to economies by attracting customers to major metropolitan areas worldwide, increasing accommodation revenues and visitor spending.
- Significant small business employer.
- Affords a cost-effective choice for extended stay visitors that otherwise would stay elsewhere.

# Thank you



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PROVIDERS ASSOCIATION

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